

LISTING OF CLAIMS

This listing of Claims replaces all prior versions and listings of Claims in the Application.

Please amend Claims 1 to 15 as follows:

Please add New Claims 16 to 23 as follows:

1 (Currently Amended). A system on the Internet for ordering and designing a promotional product in the form of a simulated prescription bottle or container containing a promotional message, comprising the steps of:

a) preparing a simulated prescription label containing thereon a customized promotional message for promoting a product;

b) attaching said simulated prescription label onto a simulated prescription bottle or container for promoting said product;

c) selecting a filler to be inserted into said simulated prescription bottle or container;
and

d) ordering said simulated prescription bottle or container, said promotional message, and said filler to be delivered to the user.

2 (Currently Amended). A method of an Internet system in accordance with Claim 1, wherein said step of preparing said customized promotional message on the Internet for promoting said product, said product is selected from the group consisting of a teddy bear, jewelry, an accessory, a watch, ~~and~~ a souvenir, a mailer, a coupon, a gift certificate, a redemption ticket, a product trial coupon, a sweepstakes ticket, a discount coupon, and the like.

3 (Currently Amended). A method of an Internet system in accordance with Claim 1, wherein said step of selecting said filler to be inserted into said prescription bottle, said filler is selected from the group consisting of candy, cookies, chocolates, mints ~~and~~ other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

4 (Currently Amended). A system on the Internet for ordering and designing an emotional product in the form of a simulated prescription bottle or container containing an emotional message, comprising the steps of:

a) preparing a simulated prescription label containing thereon a customized emotional message for expressing an emotion;

b) attaching said simulated prescription label onto a simulated prescription bottle or container for expressing said emotion;

c) selecting a filler to be inserted into said simulated prescription bottle or container;
and
d) ordering said simulated prescription bottle or container, said emotional message,
and said filler to be delivered to the user.

5 (Currently Amended). A method of an Internet system in accordance with Claim 4, wherein said step of preparing said customized emotional message for expressing said emotion, said message is selected from ~~a~~ the group of messages consisting of happiness, love, joy, silliness, sarcasm and combinations thereof.

6 (Currently Amended). A method of an Internet system in accordance with Claim 4, wherein said step of selecting said filler to be inserted into said prescription bottle, said filler is selected from the group consisting of candy, cookies, chocolates, mints ~~and~~ other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

7 (Currently Amended). An electronic system on the Internet for selecting and ordering simulated labeled prescription containers wherein the simulated prescription labels have emotional expressions or promotional messages selected by one of a plurality of independent customers wherein each customer communicates from a remote site to a distribution center on the Internet, the system comprising:

- a) a customer access terminal at each remote site having:
1. an input device for customer input data and prescription label data;
 2. a memory device for storage of data in the form of data records, including said customer input data and said prescription label data;
 3. display means for displaying textual information representative of the prescription label data;
 4. a processor coupled to said display means, said memory device, and said input device for processing and controlling the display of the prescription label data to facilitate generating a simulated prescription labeled container, and for generating and storing in said memory device the records of said prescription labeled container, order history data, and order status data which are operatively linked to facilitate management of the delivery of said simulated prescription labeled container to the customer.

8 (Currently Amended). A promotional product in the form of a simulated prescription bottle or container containing a promotional message, comprising:

- a) a simulated prescription label containing thereon a customized promotional message for promoting a product;
- b) means for attaching said simulated prescription label onto a simulated prescription bottle or container;

- c) a filler contained within said simulated prescription bottle or container; and
- d) means for ~~displaying and~~ ordering said simulated prescription bottle or container, said promotional message, and said filler.

9 (Currently Amended). A promotional product in accordance with Claim 8, wherein said product is selected from the group consisting of a teddy bear, jewelry, an accessory, a watch, ~~or a souvenir~~, a mailer, a coupon, a gift certificate, a redemption ticket, a product trial coupon, a sweepstakes ticket, a discount coupon, and the like.

10 (Currently Amended). A promotional product in accordance with Claim 8, wherein said filler is selected ~~form~~ from the group consisting of candy, cookies, chocolates, mints ~~or other sweets~~, a promotional give-away, a toy, a trinket, a jewelry item and the like.

11 (Currently Amended). An emotional product in the form of a simulated prescription bottle or container containing an emotional message, comprising:

- a) a simulated prescription label containing thereon a customized emotional message for expressing an emotion;
- b) means for attaching said simulated prescription label onto a simulated prescription bottle or container;
- c) a filler contained within said simulated prescription bottle or container; and

d) means for ~~displaying and~~ ordering said simulated prescription bottle or container, said emotional message, and said filler.

12 (Currently Amended). An emotional product in accordance with Claim 11, wherein said message is selected from ~~a~~ the group of messages consisting of happiness, love, joy, sarcasm ~~or~~ and combinations thereof.

13 (Currently Amended). An emotional product in accordance with Claim 11, wherein said filler is selected from the group consisting of candy, cookies, chocolates, mints ~~or other sweets~~, a promotional give-away, a toy, a trinket, a jewelry item and the like.

14 (Currently Amended). A promotional product in the form of a simulated prescription package containing a promotional message, comprising:

a) a simulated prescription label containing thereon a customized promotional message for promoting a product;

b) means for attaching said simulated prescription label onto a simulated prescription package;

c) a product contained within said simulated prescription package; and

d) means for ~~displaying and~~ ordering said simulated prescription package, said promotional message, and said product.

15 (Currently Amended). An emotional product in the form of a simulated prescription package containing an emotional message, comprising:

a) a simulated prescription label containing thereon a customized emotional message for expressing an emotion;

b) means for attaching said simulated prescription label onto a simulated prescription package;

c) a product contained within said simulated prescription package; and

d) means for ~~displaying and~~ ordering said simulated prescription package, said emotional message, and said product.

16 (New Claim). A system on the Internet for ordering and designing a simulated promotional product in the form of a prescription bottle or container containing a promotional message, comprising the steps of:

a) preparing a simulated prescription label containing thereon a customized promotional message for promoting an event;

b) attaching said simulated prescription label onto a simulated prescription bottle or container or promoting said event;

c) selecting a filler to be inserted into said simulated prescription bottle or container;
and

d) ordering said simulated prescription bottle or container, said promotional message, and said filler to be delivered to the user.

17 (New Claim). A method of an Internet system in accordance with Claim 16, wherein said step of preparing said customized promotional message on the Internet for promoting said event is selected from the group consisting of a concert; a sporting venue such as baseball, football, basketball and the like; a musical; a play; a dance; a charity; a horse show; a clothing show; a jewelry show; a food show; and a car show.

18 (New Claim). A method of an Internet system in accordance with Claim 16, wherein said filler to be inserted into said prescription bottle, said filler is selected from the group consisting of a discount coupon, an event ticket, an invitation, a give-away ticket, a sweepstake ticket, a magazine/newspaper subscription, a charity pledge, and a redemption ticket.

19 (New Claim). A system on the Internet for ordering and designing a simulated promotional product in the form of a prescription bottle or container containing a promotional message, comprising the steps of:

a) preparing a simulated prescription label containing thereon a customized promotional message for promoting a service;

b) attaching said simulated prescription label onto a simulated prescription bottle or container or promoting said service;

c) selecting a filler to be inserted into said simulated prescription bottle or container;
and

d) ordering said simulated prescription bottle or container, said promotional message, and said filler to be delivered to the user.

20 (New Claim). A method of an Internet system in accordance with Claim 19, wherein said step of preparing said customized promotional message on the Internet for promoting said service, said service is selected from the group consisting of dental, medical, personal therapy, personal development, charitable donation, health insurance, life insurance, auto insurance, flood insurance, home insurance, home repair, appliance repair, restoration and the like.

21 (New Claim). A method of an Internet system in accordance with Claim 19, wherein said step of selecting said filler to be inserted into said prescription bottle, said filler is selected from the group consisting of a discount coupon, a redemption ticket, a pledge card, a mailer form, a service information packet, a give-away ticket, an invitation, a free trial coupon, a free demonstration coupon, and the like.

22 (New Claim). A promotional product in the form of a simulated prescription package containing a promotional message, comprising:

- a) a simulated prescription label containing thereon a customized promotional message for promoting an event;
- b) means for attaching said simulated prescription label onto a simulated prescription package;
- c) a filler contained within said simulated prescription package; and
- d) means for ordering said simulated prescription package, said promotional message, and said filler for promoting said event.

23 (New Claim). A promotional product in the form of a simulated prescription package containing a promotional message, comprising:

- a) a simulated prescription label containing thereon a customized promotional message for promoting a service;
- b) means for attaching said simulated prescription label onto a simulated prescription package;
- c) a filler contained within said simulated prescription package; and
- d) means for ordering said simulated prescription package, said promotional message, and said filler for promoting said service.